

BEER TERRITORY INSTRUCTIONS, INFORMATION, & REQUIREMENTS

Wholesaler's Information: Always fill in your liquor license number, address and phone number. This allows us to pull up the licensee to verify they are active and have renewed their license. Also, please include a contact number if we have any questions.

Shipper's Information: Always fill in the shipper license number, address and phone number. This allows us to pull up the licensee to verify they are active and have renewed their license. Also, please include a contact number if we have any questions.

Brand names: Type all brand names. We will not accept hand written forms due to the possibility of it not being legible. This will help us avoid having duplicates in the database or incorrect brand names. Under the Brand Names field we do not accept the generic All Products from Supplier, for example "All Big Joe's products". Also not accepted "all seasonals/flavors, mixed packed, multi pack, series, samples, samplers, etc." On this form we need every product name and/or flavor to be listed correctly, we do not care what size or package the product comes in. You may also attach a listing from the supplier/shipper and indicate "See Attached" in this area of the form. If you do attach a listing please highlight, asterisk or mark in some way so we are aware which brands are new that need to be added.

Territories: (Please check one and if applicable indicate counties.) You may attach a letter, listing or map and indicate "See Attached" on this area of the form.

Signature of Shipper, Signature of Wholesaler, Dates for each: May also indicate "See Attached" and a letter with both signatures can be attached, which we normally want on supplier/shipper letterhead. We do need it dated and it must not be over 30 days old. We do not accept typed signatures. Unless they are in email format with senders email address, date, and time it was sent. Otherwise signatures must be hand written, to verify authenticity.

This form is required to be on file with the Commission (53-123.03) before product is received or you will leave yourself open to possible citation. We expect full compliance in order for the wholesaler's to keep complete and accurate records on file now that the beer territory database is available online to view anytime. We will be checking wholesale reports to verify the product received has the correct beer territories on file. These territories are the responsibility of the wholesaler and are not accepted from the supplier/shipper. This form is located on website: www.lcc.ne.gov under Revenue – Beer Forms, Beer Territory Form. This is in a fillable format you may submit online. You can also save to your hard drive.

May 1 - Please verify that your shipper has renewed their license before you purchase products. If they haven't and don't plan to, please file a new beer territory form with new shipper/supplier/agent.

October 1 - An annual review to verify all products needs to be very thorough. Please verify that all product brand names are correct, spelled correctly, and all subcontracts are still valid. This is due every year by October 1. If new additions are needed please fill out a beer territory form. If deletions are required please submit in writing. The database is located online at: www.lcc.ne.gov under the Wholesale Info tab, Beer Brand Distribution or on our homepage under the Revenue Division tab. You may filter (sort) the database. We require an email or letter informing us the annual review has been completed.

Agents, who are shippers, but not manufacturers of products, will need to have a new agreement on file. For example, some shippers due to increase of license fees, have not renewed. You may go to an agent who has a shippers license. If this applies, please verify on the database that all brands are listed on your territory of these products if you plan on carrying them.

Suppliers, please refer to the 53-201 Beer Franchise Law on adding, deleting or changing products to wholesalers. You may view this State Statute under our Legal Division tab on our website at www.lcc.ne.gov. Brand Label registration is not required in Nebraska.

Questions? Please contact Debbie Jacobson at (402) 471-4886 or email: debbie.jacobson@nebraska.gov and/or Jerry Van Ackeren, Compliance Manger at (402) 471-4892 or email: jerry.vanackeren@nebraska.gov. We want to help by providing you with quick access and accurate information. We welcome any comments or suggestions from the industry.

Effective 10/2015